One of the ways to improve dental care for patients is to help them understand the need for even the most preemptive of treatment plans.

5. **Make it easy to say “Yes”**

I started this story with news of an ADA study. The fact is that more than 40 percent of adults are still concerned about paying for dental care. Clearly, ease of obtaining affordable financing is an important factor for getting patients to say “Yes.”

Many doctors don’t feel comfortable talking about money — but I always discuss third-party financing with patients. I also recommend my D2 Coaching and Consulting clients do the same. You see, as concierge, it’s my job to make it as easy as possible for the patient to say “Yes” to the doctor’s treatment plan. That’s why I love working with Lending Club Patient Solutions (formerly SpringStone Patient Financing).

Honestly, it’s a great partner. I’ve worked with them for years. Patient satisfaction has doubled over the last eight years because the company does an amazing job empowering patients with more responsible and convenient financing options.

Some dental practices do still use self-funded patient financing. But the half now/half later business can be a recipe for disaster. No one wants to have the tough “your payment is late” conversation — all you’re not in the debt collection business. With a good financing partner, you can avoid all of that. Its no-default risk means the office receives payment upfront so collections never cross your mind. Plus, working with an exceptional vendor like Lending Club Patient Solutions says a lot for a practice’s reputation and helps you build lasting patient relationships to grow your business.

You can find out more about Lending Club Patient Solutions at lendingclub.com/providers.

**Time to put the steps into practice**

Naturally, there are lots of ways to help patients get the dental care they need and the services they want. But I hope you’ve found the tips I’ve covered here helpful, including honing your listening skills, using visuals, adding the role of patient coordinator and recommending third-party financing like plans offered through Lending Club Patient Solutions.

Imagine how successful your practice would be if just 50 percent more of your patients actually scheduled a procedure after their consultation? This type of conversion rate is possible when you follow these five easy steps.

---

By Dee Dee Reid, Principal at D2 Coaching & Consulting.

**About the author**

Dee Dee Reid has focused her 20-plus year career in dentistry, and her experience spans the spectrum of care. Reid began her career in the back office where she gained a deep understanding of clinical details and practice workflows. She comes with patients as a top producing patient care coordinator. Reid helps doctors explain and schedule large cases and works alongside general dentists, dental specialists and their teams to advance practice goals and get results. Most recently, Reid was a guest lecturer and workshop coordinator for the Functional Aesthetics Series with Dr. Mark Montgomery and currently works with Dr. Lincoln Parker in Orange County, Calif., as a patient concierge. Dee Dee is also principal at D2 Coaching & Consulting. You can email her at D2SuccessCoaching@gmail.com.

**References**

2. No interest for 6, 12, 18 or 24 months, after that 22.98 percent variable APR. Interest will be charged to your account at the standard variable APR of 22.98 percent (based on the Prime Rate) from the end of the promotional period on the remaining balance of the purchase balance is not paid in full within the promotional period. Minimum monthly payments for this plan during the promotional period will be the greater of the amount of the purchase divided by the number of months in the promotional period (rounded up to the nearest $5) or $5. Required minimum purchase of $499 for the 6-month plan, $999 for the 12-month plan, $1,499 for the 18-month plan, $2,499 for the 24-month plan. Lending Club Patient Solutions credit accounts are offered by Comenity Capital Bank, which determines qualifications for credit and promotion eligibility. Minimum Interest Charge is $1 per credit plan. Standard variable APR of 24.98 percent.